

## In the Claims

1. (Currently Amended) A method for rendering encrypted digital content, the method comprising ~~the~~ steps of:
  - obtaining data comprising an advertisement and encrypted digital content;
  - rendering the advertisement, wherein the rendered advertisement contains information necessary to derive a content encryption key; ~~to obtain a content encryption key from the advertisement~~;
  - deriving a content encryption key from the rendered advertisement;
  - utilizing the content encryption key to decrypt the encrypted digital content; and
  - rendering the digital content.
2. (Original) The method of claim 1 wherein the step of obtaining data comprises the step of obtaining data comprising an advertisement, wherein the advertisement comprises information taken from the group consisting of a public service announcement, a legal warning, a commercial.
3. (Currently Amended) The method of claim 1 further comprising ~~the~~ a step of insuring that the advertisement is completely rendered prior to rendering the digital content.
4. (Currently Amended) The method of claim 1 wherein the step of ~~rendering the advertisement to obtain~~ deriving the content encryption key comprises ~~the~~ a step of hashing the advertisement to ~~obtain~~ derive the content encryption key.
5. (Currently Amended) The method of claim 1 wherein the step of ~~rendering the advertisement to obtain~~ deriving the content encryption key comprises ~~the~~ a step of using a keyed hash algorithm on the advertisement to ~~obtain~~ derive the content encryption key.
6. (Currently Amended) The method of claim 1 wherein the step of ~~rendering the advertisement to obtain~~ deriving the content encryption key comprises ~~the~~ a step of hashing the advertisement and combining a hash result with ~~using~~ a public key to ~~obtain~~ derive the content encryption key.
7. (Currently Amended) The method of claim 1 further comprising ~~the~~ steps of:
  - receiving a digital rights management (DRM) rules file; and

analyzing the DRM rules file to determine a length of the advertisement.

8. (Currently Amended) A method for preparing an advertisement message, the method comprising ~~the~~ steps of:

creating an advertisement; and

~~determining~~ deriving a content encryption key (CEK) ~~based on~~ from the advertisement, the content encryption key being utilized to decrypt encrypted digital content, wherein the CEK is only obtainable after rendering the advertisement.

9. (Currently Amended) The method of claim 8 further comprising ~~the~~ steps of:

prepending the advertisement message containing the CEK to the encrypted digital content; and

transmitting the advertisement message containing the CEK and the digital content.

10. (Currently Amended) The method of claim 8 wherein the step of creating the advertisement comprises the step of creating ~~an~~ the advertisement taken from the group consisting of a public service announcement, a legal warning, and a commercial.

11. (Currently Amended) The method of claim 8 further comprising ~~the~~ steps of:

creating a DRM rules file comprising a length of the advertisement; and

transmitting the DRM rules file along with the advertisement.-

12. (Cancelled)

13. (Currently Amended) An apparatus comprising:

a digital rights management (DRM) module obtaining data comprising an advertisement and encrypted digital content, wherein a rendered advertisement contains information necessary to derive a content encryption key from the rendered advertisement, the DRM module rendering the advertisement to ~~obtain a~~ derive the content encryption key from the advertisement, and utilizing the content encryption key to decrypt the encrypted digital content; and

a rendering module rendering the digital content.

14. (Currently Amended) The apparatus of claim 13 wherein the advertisement comprises information taken from the group consisting of a public service announcement, a legal warning, and a commercial.

15. (Currently Amended) The apparatus of claim 13 wherein the DRM module hashes the advertisement to ~~obtain~~ derive the content encryption key.

16. (Currently Amended) The apparatus of claim 15 wherein the DRM module uses a ~~a~~ keyed hash algorithm on the advertisement to ~~obtain~~ derive the content encryption key.

17. (Currently Amended) An apparatus comprising:

digital content;

an advertisement used to ~~obtain~~ derive a content encryption key from the advertisement; and

logic circuitry for ~~obtaining~~ deriving the content encryption key from the advertisement and encrypting the digital content with ~~a~~ the content encryption key.

18. (Original) The apparatus of claim 17 wherein the advertisement is hashed to become the content encryption key.